

Message Text

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SUB: PROPOSED FY 77 TRADE PROMOTION

SCHEDULE-WEST AND CENTRAL AFRICA

REF: STATE 294627

1. POST WELCOMES INCREASE IN ACTIVITIES SCHEDULED FOR IVORY COAST AND ENTHUSIASTICALLY ENDORSES THE FOOD PROCESSING AND PACKAGING TRADE MISSION SLATED FOR NOVEMBER 1976 AND ENERGY SYSTEMS TECHNICAL SALES SEMINAR PLANNED FOR JUNE 1977. BOTH MISSIONS HAVE CLEAR MARKET RELEVANCE AND AIM AT HIGH PRIORITY SECTORS OF IVORIAN ECONOMY.

2. CONVERSELY, POST WISHES TO OUTLINE RESERVATIONS ON PROPOSED WOODWORKING CATALOG SHOW ON JANUARY 1977 AS WE FEEL THIS WOULD INTEREST ONLY A FEW HIGHLY SPECIALIZED CRAFTSMEN AT THIS TIME. BULK OF WOOD EXPORTED IS NOT FULLY PROCESSED, MOST WOOD WORKERS IN ECONOMY ARE ARTISANS CARVING MASKS, STATUARY, AND FINISHING SOME FURNITURE. MOST FURNITURE MADE LOCALLY IS OF LIGHT-WEIGHT, MEDIUM-QUALITY VENEERS. WHILE IVORIANS WANT TO UPGRADE QUALITY OF PROCESSED WOOD, EMBASSY BELIEVES THIS TYPE OF SHOW COULD BE MORE PROFITABLY RESCHEDULED FOR FUTURE DATE WHEN SOPHISTICATED WOOD-PROCESSING IS MORE DEVELOPED AS AN IVORIAN INDUSTRY. DO NOT BELIEVE POTENTIAL INTEREST IN CATALOG SHOW WOULD WARRANT EXPENSE OF HOTEL IVOIRE OR OTHER SIMILARLY PRICED DISPARATE SPACE.

3. AS SUBSTITUTION OF R CATALOG SHOW, POST MUST INTERESTED

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IN INCLUSION IN INTEGRATED AGRIBUSINESS TECHNICAL SALES SEMINAR

SLATED FOR JANUARY 1977. THIS IS A PRINCIPAL DEVELOPMENT SECTOR IN IVORY COAST AND WE HAVE STRESSED ON A NUMBER OF OCCASIONS OUR INTERESTS IN A SHOW OF THIS NATURE. IVORIAN ECONOMY CLEARLY DEPENDENT ON AGRICULTURAL DIVERSIFICATION AND PROCESSING OF THESE PRODUCTS FOR EXPORT MARKETS, THUS THIS IS A NATURAL MISSION FOR IVORY COAST. AS OTHER FRENCH SPEAKING COUNTRIES ALREADY SCHEDULED FOR SEMINAR, TRANSLATION COSTS COULD BE DIVIDED AND WORK DONE IN WASHINGTON DC THUS SAVING TIME AND MONEY IN LONG RUN. POST STRONGLY URGES IVORY COAST BY INCLUDED IN INTEGRATED AGRIBUSINESS ITINERARY.

4. AS OTHER ALTERNATIVES TO PROPOSED CATALOG SHOW, SHOULD ABOVE SUBSTITUTION BE IMPOSSIBLE, POST WOULD PREFER AS SECOND CHOICE BUILDING SUPPLIES AND EQUIPMENT CATALOG SHOW PLANNED FOR AUGUST 1977 OR, AS THIRD PREFERENCE, MOTOR VEHICLE MAINTENANCE CATALOG SHOW SCHEDULED FOR FEBRUARY 1977. A PRELIMINARY MARKET SURVEY HAS ALREADY BEEN DONE FOR THE LATTER AND WOULD REQUIRE LIMITED MODIFICATIONS AND UP DATE. WE BELIEVE, HOWEVER, THAT THE BUILDING SUPPLIES AND EQUIPMENT CATALOG SHOW HAS MORE APPLICABILITY TO EXISTING MARKET GIVEN IVORIAN DEVELOPMENTAL PLANS FOR NUMEROUS LOW AND MEDIUM COST HOUSING PROJECTS, PLUS ADDITIONAL PROJECTS ENVISIONED FOR URBAN REDEVELOPMENT IN ABIDJAN. POST'S VIEW OF MARKET INDICATES EITHER OF ABOVE CHOICES CLEARLY MORE RELEVANT TO MARKET NEEDS NOW THAN WOODWORKING CATALOG SHOW AND ALL ABOVE SHOULD BE CAREFULLY WOODWORKING CATALOG SHOW AND ALL ABOVE SHOULD BE CAREFULLY WEIGHED BEFORE MAKING FINAL DECISION ON THE FY 77 PROGRAM.
SMITH

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